

## **ECONOMIC DEVELOPMENT AUTHORITY (EDA) MINUTES**

**Monday, July 12, 2010**  
**Conference Room 218 (Second Floor)**  
**City Hall**  
**715 Princess Anne Street**  
**Fredericksburg, VA**

Prior to the meeting, Alan Gerhardt, Staff Attorney for the Virginia Freedom of Information Advisory Council, gave a presentation to the EDA members on "Use of E-Mails" from 11:30 a.m. – 12:10 p.m.

The Economic Development Authority of the City of Fredericksburg, Virginia met in regular session on Monday, July 12, 2010, beginning at 12:15 p.m. in Conference Room 218 of City Hall.

**EDA MEMBERS PRESENT.** Joe Wilson, Chairman, presiding. Chris Hornung, Amy LaMarca, Dana Herlong, Mary Jane O'Neill, and Rick Pullen.

**ABSENT.** Michael Colangelo

**ALSO PRESENT.** The Free Lance-Star: Emily Battle; EDA Counsel: Blanton Massey; Department of Economic Development and Tourism: Interim Director, Karen Hedelt; Economic Development Manager, Richard Tremblay; and Marketing and Information Specialist, JoAnn Locklair.

**DETERMINATION OF QUORUM.** Ms. LaMarca, Secretary, determined that a quorum was present.

**AGENDA.** Agenda was presented with no changes.

**APPROVAL OF CONSENT AGENDA.** Mr. Hornung moved and Mr. Pullen seconded to approve the consent agenda. The motion passed unanimously.

**APPROVAL OF MINUTES.** Upon the motion of Ms. Herlong seconded by Mr. Hornung and passed by the following unanimously recorded votes, the following minutes were approved as submitted:

- Regular Meeting Minutes of June 14, 2010. Ayes (3). Dana Herlong, Mary Jane O'Neill, and Chris Hornung. Nays (0). None. Joe Wilson, Rick Pullen and Amy LaMarca abstained because they were not present.
- Continuation Meeting Minutes of June 14, 2010 on June 17, 2010 were approved as submitted. Ayes (5). Dana Herlong, Joe Wilson, Mary Jane O'Neill, Rick Pullen, and Chris Hornung. Nays (0). None. Amy LaMarca abstained because she was not present.

## **CHAIRMAN'S REPORT.**

Chairman Wilson presented a gift to Ms. Herlong for her services as Former Chair of the EDA.

***Observations on June 17<sup>th</sup> EDA Strategic Planning Session*** - Chairman Wilson commented on the June 17<sup>th</sup> EDA Strategic Planning Session. He recognized Ms. Worrell, Worrell Management Group, and staff for their work on the Strategic Planning Session, which was a great success. The following was pointed out at the session: the importance of the river, a vibrant downtown, a feeling of a lack of leadership on economic development in the City, and need to encourage people to come to the downtown area.

Chairman Wilson requested the Authority support the reimbursement of \$600.00 to the Department of Economic Development and Tourism for conducting a survey of the Caroline Street corridor businesses to help the City Manager make a decision on Oktoberfest and the future of downtown events. The door-to-door survey is to be conducted by Harvey Gold. Mr. Pullen moved and Ms. LaMarca seconded this request. The motion passed unanimously.

Mr. Pullen made a motion and seconded by Ms. LaMarca that the Authority support an expanded Oktoberfest for September 18<sup>th</sup>. The motion passed unanimously.

Chairman Wilson asked Richard Tremblay to check into archival of the EDA board members e-mails as is done by the City Council.

***Eagle Village Ribbon Cutting, July 16*** – Chairman Wilson reminded the Authority of the ribbon cutting on July 16<sup>th</sup> at 5:30 p.m. and reception at 7:00 p.m.

***Speakers for Future Meetings*** – Chairman Wilson requested that Mr. Massey set up a speaker for an educational session at the next meeting to discuss "conflict of interest".

***Appointment of Committees*** – Chairman Wilson appointed the following people to the ***Grants Committee***: Chris Hornung, Chairman, Dana Herlong, Karen Hedelt, and selection of one citizen member from the participants that attended the June 17, 2010 Strategic Planning Session at the Jepson Center.

***Advisory Committee*** – Chairman Wilson directed staff to send an invitation to each person that attended the Strategic Planning Session at the Jepson Center requesting their interest in being considered for appointment to the EDA Advisory Committee.

***Discussion on Meeting Time*** – Based on the consensus of the Board, Chairman Wilson stated that the Authority's meeting time will be changed to 8:30 a.m. – 10:30 a.m. on the second Monday of each month.

***August 9<sup>th</sup> Meeting*** - The Board decided not to cancel their meeting on August 9<sup>th</sup>. They will meet from 8:30 a.m. to 10:30 a.m.

## **EDA Regular Session 07/12/10**

***September 13<sup>th</sup> Meeting, Eagle Village Location*** - Mr. Tremblay reported that the EDA meeting on September 13<sup>th</sup> will be held at the Eagle Village Conference Room. The Regular Meeting will be from 8:30 a.m. to 10:30 a.m. The rest of the day (until 3:30 p.m. – 4:00 p.m.) will be devoted to strategic planning.

***Joint Meeting with City Council*** – Chairman Wilson requested that the City Manager set up a joint meeting with City Council after the EDA's September 13<sup>th</sup> meeting.

## **TREASURER'S ACTION ITEMS**

In Mr. Colangelo's absence, Mr. Hornung, former Treasurer, made a motion, and Mr. Pullen seconded, to approve the following checks:

- Wilkinson's Woodworking – \$877.50 DRMI Project, Grant 2010
- C.F. Painting – \$425.00 for Madeline Ruth Grant 2010
- Harvey Signs - \$36.75 for JumpstART! sign for DRMI Project
- Honey Baked Ham & Café - \$105.05 today's lunch

The motion passed unanimously.

**OLD BUSINESS.** None.

**NEW BUSINESS.** None.

## **COMMITTEE REPORTS.**

***Strategic Planning Committee – Report on June 17 Session.*** Mr. Hornung, Chairman of the Strategic Planning Committee and Ms. Worrell, Facilitator of the Strategic Planning Session, gave a brief presentation on the information that came out of the Strategic Planning Session. A half-day session to develop a mission, vision, goals, and action steps has been scheduled for September 13, 2010. Ms. Worrell said that she would send a list of questions for the EDA to think about before the September 13<sup>th</sup> meeting.

***Grant Committee Report on June 1 Applications*** – Mr. Tremblay reported that the Grant Committee, composed of Dana Herlong, Mary Jane O'Neill, and himself met on June 23, 2010 to review the 12 grant applications received by June 1, 2010. Staff distributed a chart summarizing the 12 applications and the committee's recommendations.

Ms. LaMarca moved and Ms. O'Neill seconded to approve the committee's recommendations on the following applications: Civil War Life Museum Store, \$5,000.00; The Otter House, \$25,000.00; The Recreation Center, \$7,500.00, and Leadership Fredericksburg, \$5,000.00. The motion passed unanimously.

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The following grants were individually discussed:

Penn-Mar Floors (#3) – After discussion concerning the need for signage on Lafayette Boulevard at Alum Springs Road, Mr. Pullen made a motion, seconded by Ms. O’Neill, to approve the \$10,000.00 recommended grant amount. Mr. Pullen requested a report from Mr. Tremblay on the sign ordinance for this area. The motion passed unanimously.

Downtown Retail Merchants, Inc. (#5) – After discussion, the EDA postponed its vote to August 9<sup>th</sup> on the \$3,000.00 grant request and had two questions to be addressed: 1) Who is responsible for storage of the lights? 2) Who is responsible for replacing burned out bulbs?

Fredericksburg Department of Economic Development & Tourism (#6) – After discussion, the EDA tabled its vote to August 9<sup>th</sup> on the \$19,000.00 grant request. The EDA requested more clarification on this request.

Gladys H. Oberle School (#7) – On this request, Mr. Wilson abstained because he is the owner of the building at 404 Willis Street. The meeting was turned over to the Vice Chairman, Mr. Hornung. After comments, Ms. O’Neill made a motion, seconded by Ms. LaMarca, to approve the recommended grant amount of \$5,000.00 to be paid upon school opening. The motion passed unanimously.

Via Colori Fredericksburg – After discussion, Ms. Herlong made a motion, seconded by Ms. LaMarca, to approve the \$5,000.00 grant request, with \$2,500.00 to be paid for supplies upon receipt of invoice and \$2,500.00 to be paid upon completion of the event and receipt of invoice. The motion passed unanimously.

Fredericksburg Area Museum & Cultural Center (#10) – After discussion, Mr. Hornung made a motion, seconded by Ms. O’Neill, to approve a sponsorship grant for Art Comes Alive! in the amount of \$3,000.00, to be reimbursed in the event that it is not held. The motion passed unanimously.

Fredericksburg Arts Commission (#12) - After discussion, Mr. Pullen made a motion, seconded by Ms. O’Neill, to approve the committee’s recommendation of no funding. The motion passed by the following unanimously recorded votes: Ayes (5). Dana Herlong, Joe Wilson, Mary Jane O’Neill, Amy LaMarca, and Rick Pullen. Nays (0). None. Chris Horning abstained because of conflict of interest. The Committee report noted the recently announced plans by UMW for a performing arts facility at William Street/Sunken Road that would be available to the community.

## **STAFF REPORT.**

***Service Agreement to Produce EDA Minutes*** – Ms. LaMarca made a motion, seconded by Mr. Hornung, that the EDA approve a six-month trial period contract with Joyce Lombardo for meeting transcription services at \$80.00 an hour. The motion passed unanimously. Ms.

**EDA Regular Session 07/12/10**

Lombardo is to attend and record the meetings and prepare the minutes for \$80.00 per hour based on the length of the meeting.

**CLOSED SESSION**

Ms. LaMarca moved, seconded by Mr. Hornung, to go into Closed Session under Section §2.2-3711.A3 for the discussion of the Acquisition of Real Property. The motion passed unanimously.

Chairman Wilson reconvened the meeting.

Ms. LaMarca made the motion, seconded by Mr. Hornung, to adopt Resolution 10-04 dated July 12, 2010. The motion passed unanimously.

**BOARD MEMBERS' COMMENTS.**

Chair Herlong informed the Board that she would distribute the information to them concerning the Stafford/Staunton IDA Bond Issuance to UMW Foundation, June 26, 2007.

Chairman Wilson asked staff to draft a letter to the Mayor expressing the EDA's disappointment in not being consulted on the 2007 UMW Foundation bonds issued by the Stafford/Staunton Joint EDA.

**ADJOURNMENT.** There being no further business to come before the Economic Development Authority at this time, Chairman Wilson declared the meeting officially adjourned at 2:45 p.m.

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Amy LaMarca, Secretary